

**CUSTOMER SATISFACTION SURVEY CONTEST (“Contest” or “contest”)  
OFFICIAL CONTEST RULES (UPDATED) (“Rules”)**

**Standard data rates apply to participants who choose to participate in the Contest via mobile device.  
Please contact your service provider for pricing and service plan information and rates before mobile  
device participation.**

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**1) SPONSOR:** This Contest is sponsored by Shoppers Drug Mart Inc. (the “**Sponsor**”) and is administered by Research Management Group (the “**Contest Administrator**”).

**2) CONTEST PERIOD:** This Contest begins on January 1, 2025 at 12:00:01 AM (ET) and closes on December 31, 2025 at 11:59:59 PM (ET) (the “**Contest Period**”). The Contest Period consists of twelve (12) Monthly Draw Periods, as more specifically set out in Rule 8.

**3) ELIGIBILITY:** Contest is open to legal residents of Canada who are the legal age of majority or older in their province/territory of residence at the time of entry.

Employees, officers, directors, agents or representatives of the Sponsor, the Contest Administrator, their respective affiliates, subsidiaries, related companies, advertising and promotional agencies (collectively, “Contest Parties”) and the immediate family and/or household members of any of the above, are not eligible to participate in the Contest. For the purposes of these contest Rules, “immediate family” means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

**4) HOW TO ENTER:** There are two (2) ways to enter:

**Entry Method A:** To enter the Contest with purchase, **within seven (7) days of any purchase transaction completed at Shoppers Drug Mart or Pharmaprix**, complete and submit the Customer Survey (“Survey”) that is featured at the bottom of your receipt using one (1) of the following two (2) methods:

- 1. Online:** To enter online, visit one of the following survey URLs to complete the survey.
  - a. (National exc. Quebec) [www.surveysdm.com](http://www.surveysdm.com) or [www.surveysdm.ca](http://www.surveysdm.ca)
  - b. (Quebec) [www.pharmaprixsondage.com](http://www.pharmaprixsondage.com) or [www.pharmaprixsondage.ca](http://www.pharmaprixsondage.ca).Complete all mandatory fields on the Contest entry form including, but not limited to, your first name, last name and telephone number; or
- 2. By Phone:** To enter by phone, call [1-800-701-9163](tel:1-800-701-9163) and complete the Survey via Interactive Voice Response (“IVR”).

**Note:** Survey must be completed within seven (7) days of applicable purchase transaction, after which point the link to the Survey will expire and you will not be able to complete the survey for an entry/entries into the Contest.

**Entry Method B: NO PURCHASE NECESSARY.** To enter the Contest without purchase, use one (1) of the (2) methods featured in Entry Method A and follow the instructions to select “Don’t have a Receipt”, and proceed to complete and submit the Survey on the Contest entry page, entering all mandatory fields on the Contest entry form including, but not limited to, your first name, last name and telephone number.

You will receive one (1) entry into the applicable Monthly Draw Period upon completion of the short Survey, if you accept the contest rules and meet the eligibility criteria. If you opt to answer additional survey questions using the online survey indicated in Entry Method A, you will receive one (1) additional entry into the applicable Monthly Draw Period. **Limit five (5) entries per person per Monthly Draw Period.** Entries are only valid during the applicable Monthly Draw Period in which they are received and are not carried over into any subsequent draws.

Your PC id login will be used to identify you as a PC Optimum™ member. Your PC id will be used to award points to your associated *PC Optimum* account. In order to be eligible to receive the PC Optimum points prize (as more specifically described in Rule 6b) if confirmed as a winner, you must be the authorized account holder of the *PC Optimum* number associated with the entry. *PC Optimum* membership is free. To register, see in-store or visit [pcoptimum.ca](http://pcoptimum.ca).

Entries must be received by the closing date and time of the respective Monthly Draw Period to be eligible for that respective prize draw and all entries must be received during the Contest Period, regardless of method of entry. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a prize.

**5) ADDITIONAL ENTRY RULES:** All Entries must be received during the Contest Period and are subject to verification at any time and for any reason. The Sponsor reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) for any reason the Sponsor deems necessary to administer this Contest. Failure to provide such proof within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

Participation in the Contest constitutes each entrant's full and unconditional acceptance and agreement of these Rules and the decisions of the Sponsor, and its contest administrators and judges, which are final and binding in all matters related to the Contest.

The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures etc.) or attempted transmission of an Entry, or of an attempted Entry or of any communication, does not constitute proof of delivery or receipt by the Sponsor and will not be accepted in lieu of its verification process. Any entry that occurs after a system failure is deemed a defective entry and is void and will not be honoured. All entries become the property of the Contest Sponsor and will not be returned.

If it is discovered by the Sponsor (using any evidence or other information made available to the Sponsor) that: (a) any person has attempted to use multiple accounts, names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter this Contest; (b) acts in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. In the event a dispute arises as to the identity of a potentially winning entrant, entries will be deemed to have been submitted by the authorized *PC Optimum* account holder associated with the Entry. A selected entrant may be required to provide proof that they are the authorized account holder associated with the selected Entry. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules.

The Sponsor, Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete entries (all of which are void).

All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Sponsor reserves the right in its sole discretion to disqualify an entrant if the entrant: a) violates these official Rules and/or the general rules/guidelines of any online property, Contest website or service of the Sponsor; b) enters the contest by any means contrary to these Rules or which would be tampering with the entry process or the operation of the contest, unfair to other entrants or where contest entries are generated by any mechanical or automated means including, without limitation, robotic or form-filling software; and/or c) acts in a fraudulent, unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Entry materials that have been tampered with, reproduced, falsified, or altered are void.

**6) PRIZES/APPROXIMATE RETAIL VALUES (ARVs):** There will be twenty-four (24) prizes (2 per Monthly Draw Period, as more specifically set out in Rule 8) available to be won during the Contest Period.

Each confirmed winner will be given the opportunity to select one (1) of the following two (2) prize options:

- (a) one (1) x \$1000 CDN Shoppers Drug Mart/Pharmaprix gift card; **OR**
- (b) one (1) x one million (1,000,000) *PC Optimum* points with an approximate retail value of \$1,000 CDN (each, a “monthly Prize” and collectively “the Prizes”).

Each Prize may be redeemed subject to its applicable terms, conditions and/or restrictions. See [pcoptimum.ca](http://pcoptimum.ca) for *PC Optimum* points redemption details.

**There is a limit of one prize per person during each Monthly Draw Period with a maximum of 12 prizes per person during the Contest Period.**

All elements of each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be permitted by Sponsor in its sole and absolute discretion) and may not be sold, raffled, substituted and is non-refundable. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize (or a component thereof) with a prize of equal or greater retail value, including, without limitation and at Sponsor’s sole and absolute discretion, a cash award. Currency is in Canadian dollars unless otherwise stipulated. The prize will be delivered only to the confirmed winner.

The following general conditions apply to each Prize: (i) specifics of each Prize will be at the sole and absolute discretion of the Sponsor and subject to availability; and (ii) if applicable, each confirmed Prize winner is solely responsible for all expenses that are not specifically included in the Prize description above, including without limitation all applicable taxes, fees and surcharges, if any, in respect to their prize and/or the use or redemption thereof.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize or any elements of a Prize awarded in connection with the Contest. By accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. No compensation will be provided for failure by a confirmed winner to accept a Prize as awarded.

The approximate retail values as stated by the Sponsor in point-of-sale advertising, and other advertising, promotion materials, and/or in these Rules are subject to price fluctuations in the consumer marketplace. If, at the time a prize is redeemed or awarded, the actual prevailing retail purchase price for the prize is less than the approximate retail value stated by the Sponsor in point of sale, television and print advertising, promotion materials, and/or in these Rules, the price difference will not be awarded and the confirmed prize winner will not be entitled to any compensation for the price difference including, without limitation, points, a cheque or cash. The Contest Administrator and/or Sponsor will make arrangements to provide the Prize won to winners within thirty (30) days of winner verification.

If due to printing, production, technical, seeding, online, internet, computer, programming, or any other reason or error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

**7) ODDS OF WINNING:** The chances of being selected as a potential winner of a Monthly Prize depends on the total number of eligible entries received during each respective Monthly Draw Period.

**8) WINNER SELECTION:**

A random draw to select two (2) eligible entrants (each a “**Potential Winner**”) will be made by the Contest Administrator on each monthly draw date listed in the chart below at approximately 10:00 AM (ET) (each, a “Monthly Draw Date”) at the Contest Administrator’s office located in Toronto, Ontario from all eligible entries received during each Monthly Draw Period defined below. Entries will only be deemed valid for the duration of the applicable Monthly Draw Period in which the entry was received, subject to the limits on entries. Previously non-winning eligible entries from a Monthly Draw Period will not carry forward and will not be included in subsequent Monthly Draw Period draws.

<b>Monthly Draw Period</b>	<b>Opens</b>	<b>Closes</b>	<b>Monthly Draw Date</b>
<b>One</b>	January 1, 2025, 12:00:01 AM (ET)	January 31, 2025, 11:59:59 PM (ET)	February 10, 2025, 10:00 AM (ET)
<b>Two</b>	February 1, 2025, 12:00:01 AM (ET)	February 28, 2025, 11:59:59 PM (ET)	March 10, 2025, 10:00 AM (ET)
<b>Three</b>	March 1, 2025, 12:00:01 AM (ET)	March 31, 2025, 11:59:59 PM (ET)	April 8, 2025, 10:00 AM (ET)
<b>Four</b>	April 1, 2025, 12:00:01 AM (ET)	April 30, 2025, 11:59:59 PM (ET)	May 8, 2025, 10:00 AM (ET)
<b>Five</b>	May 1, 2025, 12:00:01 AM (ET)	May 31, 2025, 11:59:59 PM (ET)	June 9, 2025, 10:00 AM (ET)
<b>Six</b>	June 1, 2025, 12:00:01 AM (ET)	June 30, 2025, 11:59:59 PM (ET)	July 8, 2025, 10:00 AM (ET)
<b>Seven</b>	July 1, 2025, 12:00:01 AM (ET)	July 31, 2025, 11:59:59 PM (ET)	August 8, 2025, 10:00 AM (ET)
<b>Eight</b>	August 1, 2025, 12:00:01 AM (ET)	August 31, 2025, 11:59:59 PM (ET)	September 8, 2025, 10:00 AM (ET)
<b>Nine</b>	September 1, 2025, 12:00:01 AM (ET)	September 30, 2025, 11:59:59 PM (ET)	October 8, 2025, 10:00 AM (ET)
<b>Ten</b>	October 1, 2025, 12:00:01 AM (ET)	October 31, 2025, 11:59:59 PM (ET)	November 10, 2025, 10:00 AM (ET)
<b>Eleven</b>	November 1, 2025, 12:00:01 AM (ET)	November 30, 2025, 11:59:59 PM (ET)	December 8, 2025, 10:00 AM (ET)
<b>Twelve</b>	December 1, 2025, 12:00:01 AM (ET)	December 31, 2025, 11:59:59 PM (ET)	January 8, 2026, 10:00 AM (ET)

The Sponsor or its designated representative will make a minimum of two (2) attempts to contact each potential winner (using the information available to the Sponsor, e.g. phone call) within seven (7) business days of selection as a Potential Winner in the applicable Monthly Draw Date. If a Potential Winner cannot be contacted within fifteen (15) business days of the Sponsor's first attempted contact, or if there is a return of any notification as undeliverable and/or if any correspondence is not responded to; then they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize). No communication or correspondence will be exchanged with entrants except for those selected for a prize.

In order to be declared a confirmed prize winner, each selected Potential Winner will be invited to visit the store designated by the Sponsor to claim the prize in-person where the Potential Winner will be required to: (a) correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid (which may be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and, where applicable, (b) sign and return, in form satisfactory to Sponsor, the Sponsor's declaration and release form, confirming (among other things) their: (i) compliance with these Rules; (ii) acceptance of the applicable Prize; (iii) release of the Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (iv) agreement to the publication, reproduction and/or other use of their name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet.

If a Potential Winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return any required Contest documents within the specified time; (c) cannot accept (or is unwilling to accept)

the Prize, as awarded, for any reason; (d) if phone, email or other communication between a Potential Winner and Sponsor or Contest Administrator is not responded to or is returned as undeliverable; and/or (e) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then they will be disqualified and will forfeit all rights to the applicable Prize, and that Prize will not be awarded. If a Prize is not claimed and collected at the store location designated by the Sponsor or Contest Administrator within thirty (30) days of being confirmed as a Prize winner, the winner will forfeit all rights to the applicable Prize and that Prize will not be awarded.

**9) INDEMNIFICATION & LIMITATION OF LIABILITY:** Each entrant releases and holds harmless the Released Parties from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person or property, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, participation in the Contest, any breach of the Rules, the Prize won and/or in any Prize-related activity. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest. By accepting a prize, each winner agrees to hold the Released Parties harmless against any and all claims and liability arising out of the acceptance, use, misuse or redemption of any prize or participation in the contest. The Released Parties are not liable for (i) any failure of any website, mobile application, or any platform during or after the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, cellular phone, computer on-line systems, servers, access providers, computer equipment or software, hardware, interruption, deletion, defect, delay in operation or transmission, failure, traffic congestion or malfunction unavailable network connections or garbled or deleted computer network transmissions that may occur, or on account of any combination including but not limited to malfunctions that may affect the transmission or non-transmission of an entry; (iii) the failure of any information or materials whatsoever to be received, captured, recorded or function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website or failed, incomplete, garbled, unintelligible/illegible, falsified, damaged, misdirected, late or lost entries or inaccurate capture of entry or swipe of *PC Optimum* card, or earn of points information, even if it limits the ability to participate in the Contest; (iv) any incorrect or inaccurate information, whether caused by website or mobile application users or by any of the equipment or programming associated with the Contest or by any technical, human, or other error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries; v) any injury or damage to an entrant's or any other person's computer, cellular phone, or other device related to or resulting from, directly or indirectly, in whole or in part, from downloading, accessing or transmitting any material from any website in connection with participating in the Contest, regardless of whether the material was prepared by the Sponsor or a third party or is connected to any website by hyperlink; (vi) the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, including but not limited to the infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, lack of participation, fairness, integrity or proper conduct of this Contest of the Contest website; (vii) anyone being incorrectly and/or mistakenly identified as a winner or potential winner; and/or (viii) any combination of the above.

**10) INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

**11) LANGUAGE DISCREPANCY:** In the event of any discrepancy or inconsistency between the English language

version and the French language version of these Contest Rules, and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, then the terms and conditions of the English version of the Official Rules will prevail, govern and control.

**12) TERMINATION:** The Sponsor reserves the right in its sole discretion to withdraw, cancel, terminate, amend and/or suspend this Contest (or to modify these Rules in any way) in whole or in part, at any time without prior notice or obligation in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any accident, printing, administrative, problem, or other error of any kind for any other reason whatsoever, including without limitation tampering, unauthorized intervention, fraud or failure of any kind whatsoever or any epidemic, pandemic, or any governmental or health authority orders. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

**13) PRIVACY/USE OF PERSONAL INFORMATION:** The Sponsor respects your right to privacy. By participating in the Contest, you: (i) expressly consent and grant to the Sponsor and Contest Administrator the right to store, share and use your name, mailing address, telephone number, and/or e-mail address, alias or platform handle (as applicable) ("**Personal Information**") submitted with your entry only for the purposes of administering this Contest in accordance with these Rules and the Sponsor's Privacy Policy; (ii) acknowledge that the Sponsor may disclose Personal Information to third-party service providers and agents of the Sponsor in connection with any of the activities listed in (i) above; and (iii) consent and grant to the Sponsor the right to use each confirmed winner's name, city of residence, comments, likeness, photograph, voice and statements, images, representations, pictures or likeness ("**Images**") for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, in perpetuity without providing any compensation for its use or receiving further permission, unless prohibited by law. Your consent may be withdrawn at any time. Should you withdraw your consent, your entry into this contest will be invalid. For more information regarding the manner of collection, use and disclosure of Personal Information by the Sponsor, please refer to the Sponsor's Privacy Policy at: <https://www.loblaw.ca/en/privacy-policy>. This section does not limit any other consent(s) that an entrant may provide the Sponsor or others in relation to the collection, use and/or disclosure of their Personal Information.

**14) WINNER'S LIST:** For the name of the winners, refer to <https://www.shoppersdrugmart.ca/en/survey-contests-winners> which will list the winners names at the end of each quarter.

**15) GOVERNING LAW:** The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Rules are subject to change without notice to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest will be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. In the event that any provision of these Rules is determined to be invalid or

unenforceable, such provision shall be severed, and the remaining provisions of these Rules will be unaffected and will remain in full force and effect to the fullest extent permitted by the law. The Sponsor's failure to enforce any term of these Rules do not constitute a waiver of that provision.

**16) OFFICIAL RULES:** These rules are available on the contest website under "Official Contest Rules" at (<https://www.inmoment.com/websurvey/servlet/BlobServlet?sid=49719233-633f-4622-8d70-81a072769f2b&v=0&type=0&tag=EN> )